



# VISIT ARIZONA INITIATIVE

# VAI GRANTS

- \$61M – Visit Arizona Initiative Grants
  - Visit Arizona Partnership Grant - \$25M
  - Visit Arizona Marketing Grant - \$20M
  - Visit Arizona Outdoor Revitalization Grant
    - Outdoor Recreation Revitalization Grant - \$8M
    - Legacy Golf Course Revitalization Grant - \$8M

# OVERVIEW OF GRANT PROGRAM

**Funding Source:** Federal American Rescue Plan

**Funding Use:** *“respond to the public health emergency or its negative economic impacts, including... aid to impacted industries such as tourism, travel and hospitality.” (31 CFR Part 35, pg. 7)*



# OVERVIEW OF GRANT PROGRAM

## **Applications Must:**

- Present an appropriate response to pandemic impacts
- Provide industry focused scope of work

## **Competitive Applications Will:**

- Demonstrate alignment with AOT Recovery Plan
- Respond to negative pandemic impacts
- Increase Arizona tourism
- Provide measurable metrics
- Enhance Arizona's profile as a destination



# OVERVIEW OF GRANT PROGRAM

## VAI Program Scope of Work

*“The grant [scope of work] must assess the connection between the negative economic harm and the COVID-19 public health emergency, the nature and extent of that harm, and how the use of this funding would address such harm.” (31 CFR Part 35, pg. 11)*

## Can My Entity Apply Multiple Times for the Same Grant?

- All three VAI Grants are available on a singular basis.

# APPLICATION TIPS

**Two Ways to Submit Application:** Through Adobe Sign or PDF Upload to Grants Webpage Form.

**Adobe Sign:** Once you begin the grant application process in Adobe Sign, it does not save your work.

**PDF Upload:** AOT will only accept typed PDF Applications.

# VAI PARTNERSHIP GRANT - #1

*The Visit Arizona Partnership Program will support productions that directly support jobs in the travel and hospitality sectors and increase Arizona tourism.*

## COMPETITIVE GRANT PROGRAM



# VAI PARTNERSHIP GRANT - #1

## Eligible Applicants

- Event Production Entities
- Venues/Stages hosting eligible productions
- Destination Marketing Organizations (DMOs)
- Media Production Entities
- Museums

## Eligible Productions

- Conferences
  - Expositions
  - Festivals
  - Events
  - Media Productions
- \*New or Expanded Productions Only

## VAI MARKETING GRANT - #2

*The Visit Arizona Marketing Program will support efforts to execute targeted tourism marketing plans to bring visitors to destinations across the state.*

### **COMPETITIVE GRANT PROGRAM**

# VAI MARKETING GRANT - #2

## Eligible Applicants

- Designated destination marketing organizations (DMOs)
- Regional Partnerships

## Eligible Expenses

- Print Placements
- Broadcast Placements
- Outdoor Placements
- Digital Media Placements
- Website Development/Enhancement
- Printed Material
- Audio-Visual
- Event Sponsorships



## VAI OUTDOOR REC REVITALIZATION GRANT - #3A

*The Visit Arizona Outdoor Recreation Revitalization Grant will provide funding for entities to engage in marketing, implement sustainability efforts, and/or make infrastructure improvements to help usher industry recovery.*

### **COMPETITIVE GRANT PROGRAM**

# VAI OUTDOOR REC REVITALIZATION GRANT – #3A

## Eligible Applicants

- Non-state-owned outdoor attractions outside of tribal lands
- For-profit and nonprofit outdoor attraction entities (nonprofit outdoor attraction entities will receive priority)

## Eligible Expenses

- Tourism marketing hard costs
- On-site upgrades to the attraction that improve accessibility and customer experience
- Sustainability efforts

## VAI GOLF COURSE REVITALIZATION GRANT – #3B

*The Legacy Golf Course Revitalization Program will provide assistance to older golf courses to modernize and become more sustainable.*

**NON-COMPETITIVE GRANT PROGRAM**



# VAI GOLF COURSE REVITALIZATION GRANT – #3B

## **Eligible Entities**

- Older (Pre-1986)
- 18-hole courses
- Over 90 acres

## **Eligible Projects**

Golf course infrastructure modernization project that helps the course reduce its dependence on water resources, thereby being more sustainable and responsive to the negative economic impacts of the pandemic

# RESOURCES

**Guidelines & Applications: [Tourism.AZ.Gov/Grants](https://Tourism.AZ.Gov/Grants)**

**Additional Questions: [Grants@Tourism.AZ.Gov](mailto:Grants@Tourism.AZ.Gov)**